

READ WHAT A GREAT STORE CAN DO.

Price Wreck Sale on the Second Floor.

MADE GARMENTS, that leave the cost of sewing even partly unpaid for. It's to be a new era in Garment selling of every description, and all of them the most stylish, but had to be sold by the makers, being at the end of their season.

A Half of Store Full of Muslin Underwear,

The greatest buying time ever in Richmond.

Ladies' Drawers, torchon trimmed ones, never sold for less than 40c., for 25c.

500 dozen Ladies' Perfectly Made, Well Sewed, Best Drawers, ever sold for 25c., plain or tucked, 15c.

Torchon Lace or Wide Hem-stitched Drawers for 19c.

200 dozen of Lace Trimmed and other styles of 50c. Drawers for 25c.

Lace, Embroidery Trimmed and Cluster Hemstitched Drawers, that cost to 70c., choice 30c.

36 Dozen Shirts

of cambric wide hem, cluster hemstitched tucks, with dust ruffle, these Shirts will be sold for 50c. Monday.

38 dozen of combination tucks and lace trimmed or tucked and embroidered variety of Shirts at \$1. best ever shown, for 79c.

\$1.25 to \$1.75 Shirts, in an endless variety of the newest styles, will be sold for 95c.

See the handsomest Shirts in town at from \$2.00 to \$3.00, choice Monday of an immense counter full, choice \$1.25.

170 Dozen

Ladies' Muslin Gowns,

lace or embroidery trimmed, perfect sewing and full size, to be sold for 20c.

Gowns of fine cambric, perfect sewing, low or high neck, a large variety of styles, that cost to 85c., for 50c.

The best \$1.00 Gowns that ever sold, in an endless variety of styles, for 60c.

Fine Nainsook and Cambric Gowns, beautiful and dainty styles, that cost to \$2.25 each, will be priced, choice, 95c.

180 Dozen Corset Covers,

full front, French style Covers, made specially for a New York retailer, were to have sold for 20c., for 12 1/2c.

Elaborately Lace Trimmed Corset Covers for 25c.

Nainsook Corset Covers, lace and embroidery trimmed, that cost to 85c., choice 50c.

75c. Boys' Wash Suits for 25c.

There are still hundreds to sell, that in perfection of make and style have never been known at such prices as, per suit, 25, 50, 70c. and \$1.00.

Woolen Suits for 95c. and \$3.00, that were to have sold at from \$2.00 to \$5.50.

Sailor Straw Waists for 18c. 50c. Straw Hats for 25c., etc.

Hundreds of Infants' Caps.

75c. and \$1.25 ones for 45 and 65c.

50c. ones for 25c.

Handsome Muslin Dresses, plain or trimmed, to 4 years of age, to be sold at 50c.

Boys' Skeleton Waists, with hose supporters, sizes to 10 years, 25c.

Cambric Undershirts, 50c.

Embroidered ruffled ones, with bodies, 25c.

Dainty Gimpes, sheer, with embroidery, 30c.

Children's White P. K. Reefers, the handsomest \$1.50 ones, for 79c.

Leather Goods Like Gifts.

Generosity ends when prices of Leather Goods reach what they will be sold for Monday. The most prosperous lot to choose from the store has ever offered.

(Main Floor—Right Aisle.)

Ladies' White P. K. Belts, with nickel, brass or black buckles, plain or stitched, for 10c. each.

Black Mourning Belts, with double black buckle and front buckle, well worth 20c., for 10c.

200 Miles' and Ladies' Wrist Bags, in a large assortment of leathers, worth 25c., for 10c. each.

Ladies' Leather Wrist Bags, in black and colors, filled with purse and mirror, all for 25c.

Full Size Wrist Bags, in black and brown, very cheap, at 15c. each.

Sample lot of Ladies' Wrist Bags, worth 30, 50 and 50c., choice any at 25c.

Crowley's Gold

Eye Needles,

all sizes and sold everywhere at 5c. Monday 25c. paper.

Fine White Beading, 10 and 12 1/2c. kind, for 5c. bunch.

All widths of 12-yard roll Tape, 5c. roll.

No. 3 and No. 4 Dress Shields, and they are worth 25 and 30c. pair, only maker will not put in some, all guaranteed, for 10c. pair.

Collar Foundations, 5c.

Best grade Witch Hazel, 8c. size, 3c. bottle.

Lot of Tooth Brushes, that are worth 20 and 25c., manufacturer's samples, at 10c. each.

500 cans Fine Talcum Powder, price should be 10c., introductory price 5c. can.

Sale of Veilings.

2,000 yards Chiffon Veilings, in all colors, some plain, with colored border, others with fancy dotted, worth 75c. and \$1.00, go on sale at 35c.

15 pieces Colored Tulle, 25c. quality, for 7c. yard; only 2 shades.

The Cohen Co.

In every corner—on every floor—throughout all the house are the testimonial vouchers in merchandise prices that this is the greatest and best store in all the South.

Thousands and thousands of dollars contribute the sway to make 50 cents a full dollar for all that come to THE PEOPLE'S STORE. The important buying time has come for

THE SALE AT HALF PRICE.

Goods cheaper than ever before—cheaper than they can perhaps ever be again.

The Full Store of Ribbons

will break its wonder gifts for Monday's sale. It's the store's introduction of a sale that has utter disregard for all values, and for the latest productions.

All colors of 35c. Satin Ribbons, per piece of 10 yards for 15c.

Wide All-Silk Sash Ribbons, every color and white, imported moire, that sold for 80c., per yard, 35c.

9-inch Plain and Fancy Sash Ribbons, soft and finest grade, that sold for 85c. per yard, in all colors, for 25c.

Various Wide Satin Taffeta Ribbons, all colors and white, the lowest value is 25c., for 12 1/2c.

Wide Liberty Satin Sash Ribbon, the highest grade made, in white and colors, per yard, 42c.

The No. 60 Liberty Satin Ribbon, sold at all times for 45c., some 30c., choice of any for 20c.

8-inch-wide Louisiana Ribbon, made as a good 25c. Ribbon, is sold for 9c.

Highest grade Satin Taffeta, No. 2, all colors, for 3 1/2c.

No. 5 Taffeta to be sold for 3c.; No. 9 for 5c., etc., for hundreds.

18 to 25c. Narrow Black Velvet Ribbons for 10c. piece.

The White Goods Collapse

entails a loss of not less than one-half from their original cost of making. Every sort of fine Mercerized or Sheer Fine Fabrics for summer use. We account for the price distress to the great over-production.

Beautiful Striped White Madras, that was 12 1/2 to 16c., for 8 1/2c.

Embroidered Dot Swisses, finest 25c. ones, for 16c.

50 and 60c. White Persian Mulls for 15c. a yard.

Silk Mercerized Brocades, that sold for 35c. a yard, will be sold for 10c.

The Crepe Weave Silk Mercerized Madras, that was 25c., will be 12 1/2c.

Sheer White India Linon, almost equal to Persian, 10 1/2c. grade, for 10c.

The best 10c. White India Linons for 6 1/2c.

Yard-Wide Linon, like duck suit, 2,700 yards, that should be 15c. a yard, Monday for 9c.

Full piece English Nainsook, 12 yards, for \$1.50.

Fine White Wash Organdies to be sold for 15c.

P. K. Welts, the best 18 and 20c. grades, for 12 1/2c.

40-inch Sheer White India Linon, 12 1/2c. quality, for 9 1/2c.

The Linen Sale of Monday.

is a closing of the enormous stock of the Old Irish Linens bought at the auction fire sale. The stock of S. Haas & Co. Very slightly injured by smoke only. Here is a partial list:

Heavy Linen Table Damask, full 2 yards wide and always selling for 80c., 30c. a yard.

Double Damask, in finest goods, imported at \$1.25 and \$1.50, for 55c. 75c. and 85c. 2-yard-wide Damask, full double weight and full bleached, for 50c.

17 1/2 to 20c. Damasks are selling for \$1.00.

800 DOZEN NAPKINS, in two lots, full 1/4 finest double Damask Irish Linen, that cost \$4.50 to \$6.50 a dozen, will be sold, per dozen, \$2.85 and \$3.40, in prettiest designs ever imported into this country.

Another lot of \$1.25 ones, all linen, will be sold for 83c.

6 1/2c. Crash Towelling for 3c. 12 1/2c. Embroidery Huck Crash for 7 1/2c.

Finest Old Linen Hemstitched Towels, with damask borders, worth \$4.50 a dozen, for 25c. each.

All-Linen Damask Show Towels for 12 1/2c.

Snow White Bath Towels for 12 1/2c.

Yard-Wide Butcher's Linen Suiting for 10c.

Fancy Linen Bureau Scarfs, 15c. 450 yards White Linen Cambric, best 30c. grade, for 25c., full yard wide.

Black Dress Goods Sale.

Fine fabrics, to close balance stock of an importer.

All-Black \$1.00 Mistral, Monday's price 50c. a yard.

Handsome striped effects in Black All-Wool Melrose, was sold all the season at \$1.39, special price 75c.

Fine Black Batiste, one of the lightest known fabrics, that is not transparent, 73c. grade, for 47c.

All-Wool 50c. Albattross for 29c. Pure Sicilian Mohair, 40 inches wide, the regular \$1.00 goods, for 65c.

Double Width Black Cashmere, 30c. value, for 19c.

Black Brocade Grenadine, was 75c., Monday's price 17c. a yard.

Imported and Silk Mercerized Cotton Fabrics.

Sold on the first floor at most surprising new prices.

2,700 yards English Batiste Organdies, every variety of new designs, never known under 12 1/2c., Monday's price 8 1/2c.

The heretofore 25c. Mercerized Silk Gingham for 12 1/2c.

Self-Embroidered Imported Dotted Mousselines, in black only, for 15c.

50 and 60c. Foulards, satin striped and half silk, for 25c.

4,800 yards of White Cannon Cloth, the linen-like quality, the best yard-wide 12 1/2c. of the season, for 10c.

Printed Cannon Cloth Skirting and Suiting, in light and dark colorings, were 10c., will be sold for 9 1/2c.

4,500 yards Royal Batiste, light grounds, for 5 1/2c.

Handsome New Lace Striped Organdies, the 45c. Dresden effects, for 17c.

Crepe Eatinnes, the new soft, clingy fabric, light grounds, with small shirt-waist printings, 9 1/2c.

Sale of Ladies' Gloves

lisle thread, at prices that have not been dreamed of this season.

Lace Lisle Gloves, black or white, for 12 1/2c.

Pure Silk Taffeta Gloves, in black, for 30c.

75c. Gloves, in all colors, for 30c. and 63c.

A lot of Ladies' Silk Elbow-Length Gloves, \$1.00 ones, for 50c.

Handsome New Lace Gloves, made to have sold for \$1.50, are \$1.00 per pair.

Easy Buying for Men.

Late season prices for Monday. A jobber's stock of Negligee Shirts and Knit Underwear.

Negligee Madras Shirts, latest designs, for 48c.

25c. Suspenders for 9c.

Real Seal Leather Men's Belts 50c. ones, for 17c.

The new gray effects in Men's Hose for 12 1/2c. a pair.

Men's Elastic Seam 50c. Drawers for 25c.

The Greatly Desired Summer Silk.

with price attachments that are peculiar. No such values were ever placed on such reliable fabrics, that are the comforts of hot-weather use. Proof: will make prices a dollar's worth for fifty cents.

Two White Habutai Silk Specials.

2,500 yards of finest Japanese make, will launder perfectly, 27-inch, regular 60c. grade, for 25c.

30-inch, regularly 75c. grade, for 45c.

195 yards White Taffeta Silk, the new velvet finish, soft, lustrous, to close, 85c. grade, for 45c.

27-inch Embroidered White Pongee, "five pieces" of regularly 98c. quality, to close for 45c. yard; 3 pieces of 60c. grade to close for 30c. yard.

1,500 yards Hand-Made Chinese Silks, every light and dark shade, special 50c. grade, Monday for 30c. yard.

Two Black India Silk Specials.

500 yards, 27-inch, hand-made, smooth, even weave, it's regularly 60c. value, for 37 1/2c.

370 yards Guaranteed Water and Perspiration-Proof, 75c. value, for 40c. yard.

"Taffeta Habutai" best "erow black" sheds water like a duck's back, instead of \$1.25, special price 75c. yard.

Yard-Wide Handsome Imported Black Taffeta, regularly \$1.50 quality, for \$1.15 yard.

Yard-Wide Taffeta Pongee, soft finished, white or black, \$1.00 grades, for 65c.

25 pieces Pure Silk Taffeta, black and colors, regularly 50c. grade, for 30c. yard.

50 yards Handsome Black Moire Imperial, to close \$1.50 value for 88c. yard.

Sale of Embroideries and Laces.

Wide Cambric Skirting, open and showy styles, 25c. ones, for 12 1/2c.

Embroideries for 3c. a yard.

A great lot of French Embroideries, narrow to wide, including Insertings that cost 20c. to \$1.50, for 9 to 60c.

A lot of Corset Cover Embroideries will be sold for 25c.

POINT DE PARIS LACES and Applique Bands, in white and ecru, up to 37c. value, for 10c.

29 to 50c. Venice Lace Gallons to be sold for 15c.

Black Chantilly Lace Gallons, 19 to 45c. grades, per yard, 10c.

A lot of Val. Laces, usually 25c., for 15c. a dozen.

45 and 50c. French Val. Laces for 25c. a dozen yards.

A large lot of Medici and Torchon Laces and Insertings for 5c.

The Millinery Sale.

will sell the Shirt-Waist Hats, sold at \$1.50 to \$3.00, for \$1.00 Monday.

300 dozen Sprays of Flowers, Fruits and Foliage, choice 25c.

All Trimmed Hats on hand will start a sale Monday at one-half heretofore price.

The Bargain Basement.

for all the American Cottons and the hundred other under-priced stuffs. At the present price of raw cottons these goods could not be touched for even double of Cohen's Monday prices. We have tens of thousands of yards, not one of which could be duplicated for less than double. Read:

Red and Blue Glass Towelling, 37 1/2c.

Honeycomb Towels, 2c.

A lot of Boys' Wool 75c. Best Pants for 50c.

Men's Linen Collars, cost to 25c. each, for 10c. a dozen.

Ladies' Percale Shirt-Waists, with pearl buttons, 12 1/2c.

\$1.25 Ladies' Wrappers for 75c.

Wool Etamine Dress Fabrics (short ends), 35c. goods, for 9c. a yard.

Silk and Lisle Ladies' Mitts for 5c. a pair.

Ladies' New Style Madras Waists for 50c.

Ladies' Fast Black Hose for 5c.

Ladies' Striped Undershirts for 50c.

Ladies' Ribbed Vests for 4c.

Taped Neck and Arm Vests for 7c.

Ladies' Bleached Vests for 5c.

Ladies' Lisle 25c. Fancy Lisle Vests for 15c., and many others.

Turkish Bath Towels, 54x29 inches, for 19c.

White Skirts, \$1.10; lace trimmed ones for 60c.

Muslin Curtains

that would cost \$1.25, for 50c.

Lace Curtains that cost \$1.50 for 75c.

Granite Teapots,

double coated, for 48c.

6-quart Granite Milk Pans for 14c.

7-quart Tea Kettles for 65c.

Large size Galvanized Foot Tubs for 29c.

Pie Plates, 3c.

10-quart Flaring Pails, 10c.

French China Dinner Sets,

\$33.00 ones for \$20.00.

100-piece French Dinner Sets for \$10.

A lot of Handsome Dinner Sets will be sold from \$5.00 to \$10.50, a full third under value.

Handsome Toilet Sets for \$5.

10-piece Toilet Set, full size, nicely decorated, for \$2.25.

English Jars and Pedestals for \$4.50.

A lot of Teapot Tiles for 10c.

50c. Cake Plates for 25c.

White Cups and Saucers, 5c.

Ice-Cream Glasses, 4c. each.

Glass Fruit Bowls, 10c.

Cleanable Water Bott